



Case Study: Flexi

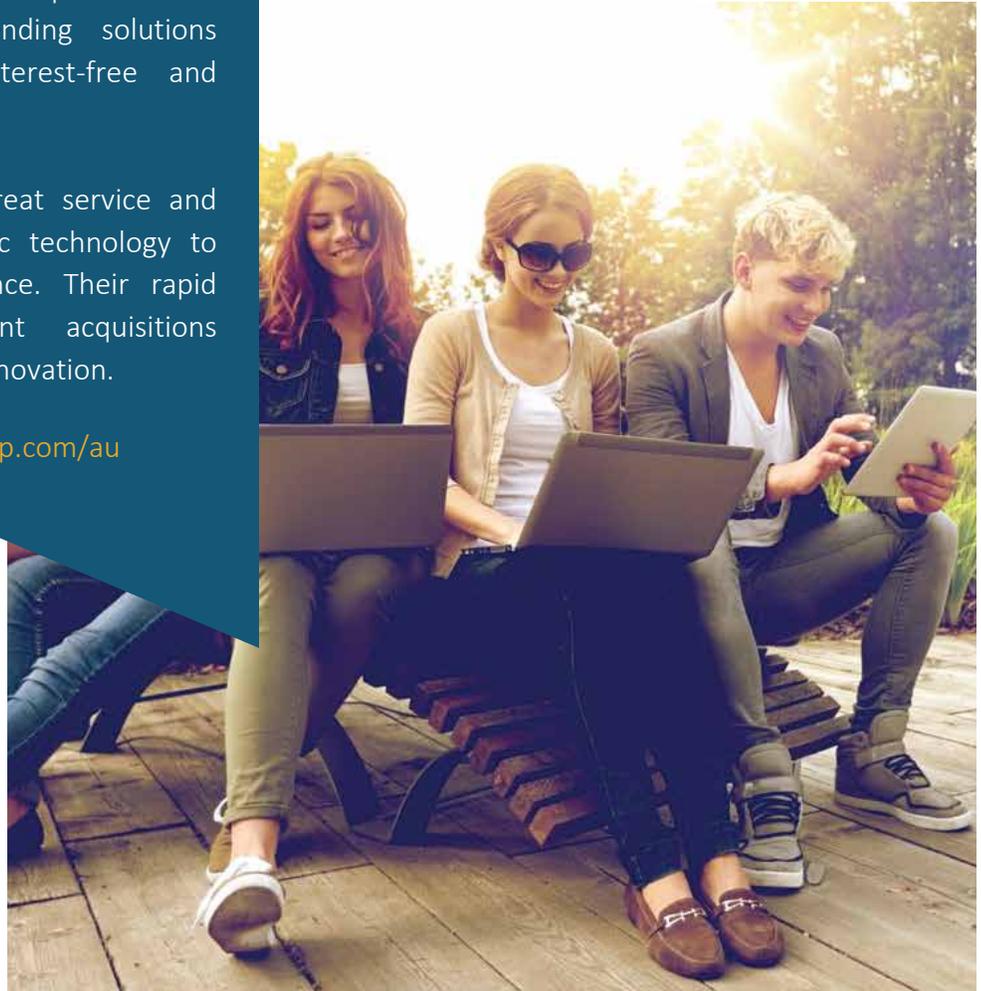
Managing the Complete Customer Lifecycle with the Katabat Platform

About Flexi

Flexi is a leading provider of diversified financial services in Australia and New Zealand, tailoring a wide range of unique finance solutions for consumers and businesses of all sizes. Flexi specializes in innovative leasing and lending solutions including a range of interest-free and no-interest-ever products.

Built on a foundation of great service and support, Flexi uses strategic technology to improve customer experience. Their rapid growth through intelligent acquisitions demands constant process innovation.

<https://www.flexigroup.com/au>



About Katabat

Katabat provides integrated customer experience management solutions for the global lending and collections industry. Its flagship platform enhances efficiency, regulatory compliance, and customer satisfaction. Since 2006, clients on three continents have turned to Katabat to gain flexibility and control in driving their customer relationship strategies.



The Challenges

Legacy infrastructure was limiting Flexi strategic operations, making portfolio integrations expensive and time consuming. Programs and communications across the customer lifecycle were not leveraging fit-for-purpose technology. Meanwhile, Flexi's network of 16,000 partners needed a strategic portal to engage customers dynamically at the point of sale.

Flexi's growth strategy required realizing the full potential of the sales channel. They set out to develop a sales portal that would connect systems and communications across the full customer lifecycle, support new product rollouts, and streamline portfolio acquisitions.

Katabat's Solution

Customer Experience Management

Katabat provided Flexi with a cradle-to-grave customer experience management (CXM) solution, backed by industry-specific experience in the lending operational environment. Katabat's platform integrates with underlying Flexi systems to seamlessly unify customer, partner, and staff activities.

Flexi now manages the entire account lifecycle through the Katabat platform: new account activation and welcome programs, loyalty and marketing offers, re-engagement and win-back programs, repayment, collections, and post-charge off recovery. Katabat's rules-driven controls ensure compliance at Flexi's core lending business, eliminating a key source of regulatory concerns and other headaches.

Measurable Benefits

Katabat's Impact on KPI's



Providing Management a Platform for Portfolio Integrations

Flexi deployed the Katabat platform in December 2014 in support of its corporate strategy to grow through portfolio acquisition. It has proven to be mission-critical in a period of rapid growth, acquisitions, and innovation for Flexi. Corporate leaders now launch new products and portfolios regularly across the shared system. Additionally, Flexi uses the platform to efficiently integrate acquisitions, realizing benefits with minimal complexity.

In 2016, Flexi reported a 20% improvement in operating expense and a \$1.2M expense savings.

Enhancing Customer Experience



Highlights



Designed automated campaign strategies



Integrated full range of customer communications



Created personalized and consistent messaging



Improved customer experience and engagement

Flexi's customers benefit from the Katabat platform across the entire account lifecycle. Flexi creates and orchestrates customer experience campaigns on the Katabat platform, designing automated strategies that seamlessly integrate omni-channel messages tailored to each customer.

Sample communications programs range from new account campaigns, offers, and promotions, to risk management strategies that help customers stay current on their lease or loan. Personalized and consistent messaging across channels has helped Flexi expand customer self-service and attain a 96% increase in contact rates.

Driving Sales and Connecting Partners

Flexi's marketing team uses the Katabat platform to run integrated test and learn campaigns across lifecycle stages. Real-time reporting maximizes the effectiveness of customer retention campaigns while promoting winning strategies.



Flexi was also able to leverage the business advantages of the Katabat platform to sign a significant agreement with Flight Centre Travel Group Limited. FlexiRent Flight Centre now provides interest-free finance to approved customers across Australia.

The partnership has the potential to more than double revenue and profitability for Flexi's card business over the next several years.

Constantly Innovating

Flexi leaders expect the constant delivery of new functionality as they continue to enhance their customer experience platform. Katabat has responded to Flexi's innovation requirements by delivering customized tools such as marketing campaign management, single sign-on functionality, integrated contact strategies, customer segmentation, and customized statements.

Technological advances deliver business successes: Katabat delivered the Flexi Dealer Portal in October 2016 to engage Flexi's entire network of 16,000 retail partners. The Dealer Portal drives revenue by engaging new point-of-sale financing customers and re-contracting existing customers.

“Over 150,000 users logged into the portal in the months following launch, leading to a 50% increase in re-contract rates and 1,000 new contracts signed per month.”



Conclusion

Flexi's migration to the Katabat platform proved to be the right decision at the right time, offering tremendous strategic value to their growth plans. They are now equipped with a powerful suite of tools to enhance strategy, customer experience and the bottom line.

If your organization could benefit from enhanced organization, improved data and workflow management, and highly customizable automated communication tools,

Contact Katabat to Learn More.